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[Claim 1] A method to drive liquid crystal elements, the method is at least a multiplex driving to drive liquid crystal element made with inserting ferroelectric liquid crystal between a substrate on which scanning electrodes are formed and a substrate on which signal electrodes are formed, wherein rewriting of data is performed selectively performed only on scanning electrodes required to be rewritten and scanning electrodes that are nor required to be rewritten are remained in non-selected state.